

FIND YOUR TRUE NORTH OVERVIEW

- Over the past decade, a grassroots movement has been subtly shifting Minnesota's reputation as another Midwestern state into a new region of its own making, known simply as the North.
- In spring 2019, Explore Minnesota will launch a new marketing campaign inviting travelers from throughout the country and across the globe to "Find Your True North #OnlyinMN."

BUILDING ON A STATEWIDE MOVEMENT: THE NORTH

- In Minnesota, the word North isn't solely about geography.
- The term North is state of mind. It's a statewide grassroots movement that has been shifting Minnesota's brand to one that is distinctly North.
- From major sports teams to popular products to fashion and culture, everyone seems to have their own version of the North.
- North allows us to embrace our state's stereotypes, but also play against them. Some examples:
 - A year ago, the Minnesota Super Bowl and its "Bold North" tagline helped prove that people here are warm and proud in any season.
 - The state is far from flyover country. In fact, Minneapolis-St. Paul International Airport is one of the nation's busiest, serving 164 non-stop markets.

WHAT IS TRUE NORTH?

- **True North = a new kind of authentic destination.**
The same way the South, Southwest and Pacific Northwest all mean something distinct. Can we make the North more than a direction or even a destination?
- **True North = trading stereotypes and misconceptions for ... the Truth.**
We're diverse and dynamic. A place filled with art, dining, music and sports. From cosmopolitan escapes to cabin getaways, the snow and the sun, the lakes and the legends.
- **True North = more than a place ... it's a promise.**
It's about those individual moments of awe that lead to self-discovery through not only the destination, but also the journeys between them.
- True North isn't a direction or place on the map; it's a state of mind. It's emotional and it invokes a sense of adventure.
- True North is an attitude, not a latitude.
- Already known as the North Star State, True North takes ownership of our state's identity.
- True North is an opportunity to differentiate Minnesota.

WHAT IS TRUE NORTH? (CONTINUED)

- The “Find Your True North” campaign was designed to tell the complete story of what makes Minnesota stand apart as a unique travel destination, and invites people to have real and meaningful experiences around the state.
- True North helps fight common misconceptions like “cold,” “flat,” “flyover country” or “boring.”
- Skipping across the headwaters of the Mississippi. Fishing one of our 11,842 lakes. Dining at James Beard Award-winning restaurants. Travelers can experience all of these moments and more when they find their True North.

CAMPAIGN STRATEGY & TACTICS

- The True North campaign not only highlights the hidden gems and popular attractions found throughout Minnesota—including distinct outdoor adventures, urban cultural experiences and notable landmarks—but the emotional qualities of travel and human connections that all visitors can relate to.
- The new campaign will begin this spring and feature an all-new series of television, print and digital ads.
 - **Markets:** Wisconsin, Iowa, North Dakota, South Dakota and across Minnesota. Additional target markets include Chicago, Denver, Kansas City, Omaha and Winnipeg.
- The campaign will also bring Minnesota to a national audience with hyper-focused online targeting based on contextual sites and lifestyle characteristics. This new strategy will reach people who are passionate about hiking, biking, and arts and culture, and are willing to travel for new experiences.
- Creative materials incorporate Minnesota talent, including music by Michael Shynes, Dan Rodriguez and Chris Koza, Minnesota-based actors, directors, photographers and production crews.
- **True North TV spots:** Four new TV spots highlight diverse groups of travelers experiencing some of Minnesota’s most iconic, as well as lesser-known, experiences and destinations:
 - **Family Connection:** Highlighting a family’s vacation to the North Shore
 - **Trying New Things:** A multigenerational family getaway to southwest Minnesota
 - **Feeling Free:** Group of young adults exploring Minneapolis and St. Paul
 - **Discovering New Passions:** A couple venturing to southeast Minnesota

FIND YOUR TRUE NORTH #ONLYINMN

- Official statewide hashtag #OnlyinMN will remain the primary call to action.
- Since 2014, Explore Minnesota has invested in the award-winning “Only in Minnesota” campaign, which promotes Minnesota as a one-of-a-kind travel destination.
- The new campaign will build upon the established #OnlyinMN statewide travel hashtag.

FIND YOUR TRUE NORTH #ONLYINMN (CONTINUED)

- #OnlyinMN has more than 1 million uses and inspires travelers daily.
- The hashtag has effectively raised awareness for Minnesota residents, travelers, tourism stakeholders, media and influencers. True North will strengthen #OnlyinMN's appeal.
- Research shows people seek inspiration from social media. #OnlyinMN is an inspiration tactic.
- Find your True North at exploreminnesota.com, and share it on social media @exploreminn on Twitter, or @exploreminnesota on Instagram and Facebook, using #OnlyinMN.

ABOUT EXPLORE MINNESOTA

- Tourism is a \$15.3 billion industry in Minnesota, and is a key sector of the state's economy.
- The leisure and hospitality industry—a major provider of tourism services—employs more than 270,000 workers, representing 11 percent of Minnesota's private sector employment.
- Leisure and hospitality also generates 18 percent of the state's sales tax revenues.
- Minnesota welcomes more than 73 million domestic and international travelers annually.
- An all-new Minnesota tourism awareness video was just released to highlight tourism's impact on the state's economy.